

FEDERAL CITY PERFORMING ARTS ASSOCIATION, INC.

MEETING
BOARD OF DIRECTORS
20JUL86
HERMAN/STARNER RESIDENCE
3:00 P.M.

Present:		Also Present:
Bohn	Rettenmaier	Fromm
Brayton	Reynolds	Henderson, F
Cooper	Rosendall	Norton
Herman	Sabacek	Starnier
Kremer	Van Luyn	
Lester	Ziskind	
Powers		

- I. CALL TO ORDER:
HERMAN Called meeting to order at 3:20 P.M.
- II. MINUTES--Meeting of 8JUN86:
BRAYTON Wished to clarify under item IV. PRODUCTION:
He did not want the Director to come down on
the video and/or audio recording personnel.
- BRAYTON Moved to accept the minutes as corrected with
the above.
CARRIED.
- Organizational Meeting of 26JUN86:
BRAYTON Corrected that BOHN had spoken to FORD and was
hoping that FORD would accept the position.
- III. PRESIDENT'S NOTES:
HERMAN A Mass Card for DUDLEY has been received.
DC Sports has communicated their proposed
expansion of the bowling leagues; participation
of GMCW members is sought.
Letter of thanks for scholarship support for
the GALA Festival II was received from RUTKOWSKI.
RIVARD requested a performance schedule for
the small ensemble A Few Good Men.
- IV. ELECTION:
ROSENDALL Moved to confirm the election of 26JUN86 at which
the following offices were filled:
- | | |
|----------------|--------------|
| President | HERMAN |
| Vice President | POWERS |
| Secretary | RET TENMAIER |
| Treasurer | BOHN |
- CARRIED.**
- V. APPOINTMENTS:
HERMAN Appointed:
- | | |
|--------------------------------|---------------|
| BUSINESS MANAGER | POWERS |
| FUND RAISING | LESTER |
| COMMUNITY LIAISON | ZISKIND |
| EXECUTIVE PRODUCER | BRAYTON |
| PRODUCTION | FORD |
| MEMBERSHIP | KREMER & |
| | REYNOLDS |
| LEGAL ASSISTANCE | BAIN & WRIGHT |
| | (Cap. Club) |
| SPECIAL ASSISTANT TO PRESIDENT | SABACEK |
- BRAYTON Appointed:
PROMOTION/PUBLICATIONS ROSENDALL

HERMAN Will regularly review GMCW operations with the Executive Committee.
Is especially interested in:
Long-range planning.
Finance and budget.
Repertoire Advisory Committee functioning.

VI. TREASURER'S REPORT:

BOHN Treasurer's books have not been transferred to date.
Will present a needs request to the Board.
Is looking to keep books at a level which will support an audit.
Proposed a fund-raising effort for a computer.

SABACEK Had appointed VENEMA to coordinate the computer effort; find the information which has been gathered to date.

ROSENDALL Has provided Promotions/Public Relations considerations to VENEMA.
Has a background in computers.
Urged looking to both power and versatility in ADP machines

HERMAN Look to rental costs as well as purchase costs.

BOHN Requested chart-of-accounts information.
Needs cost break-out on bills and statements;
a budgeted/spent statement would also be helpful.

VII. PUBLIC RELATIONS AND PROMOTIONS:

ROSENDALL Is working on a Holiday Concert theme/name/phrase.
Will be meeting with Rep. Advisory Committee and with production.
Wants to finalize ASAP.

SABACEK Descriptive/generic names are assigned in NYC well in advance.

FROMM When is the season brochure anticipated?

ROSENDALL Proposal is to send Quarter Notes by 1SEP86, season brochure by 1OCT86, and work with an expanded mailing list for the Holiday Concert.

ROSENDALL Moved to empower FROMM to re-define working relationship with mailing house, contractors, etc.
WITHDRAWN.

FROMM It will cost ca \$1.K to convert to a new mailing service.

SABACEK We have budgeted \$0.75K for list maintenance.

ROSENDALL Include costs of corrections to the mailing list, post office charges, contracts.

SABACEK Mailing list operations should be budgeted \$2.K.

VIII. MAILING LISTS, PROMOTIONAL MATERIALS:

ROSENDALL Moved that the requirement for all Chorus mailings to be sealed be dropped.

BOARD Discussed mailing list privacy, and sealing of folders and flyers.
\$1.2K can be saved by dispensing with sealing.

COOPER Called Question.
CARRIED.
MOTION CARRIED.

RETENMAIER Moved that Holiday Concert brochure and Season brochure be combined as one item.
DEFEATED.

ROSENDALL There are 4 weeks between proposed mailings.
 ZISKIND How much would the combination save?
 SABACEK One-third of \$6.5K.
 ROSENDALL The season brochure is more expensive because
 it is larger.
 Pricing is based on bids.
 Combination of 2 separate purposes creates
 design problems which may detract from the
 season brochure.
 Double-impact advertizing is eliminated.
 NORTON What is the mail-orders fore tickets response
 to the holiday brochure?
 HERMAN Fewer than 30 mail-orders; we do not know what
 other sales are generated.
 More than 130 sales were generated by the season
 brochure.
 SABACEK Eliminating a brochure does not negate other
 marketing strategies.
 ROSENDALL We need to take a sophisticated view of the
 promotion package.
 Broad-based efforts generate sales.
 We have broken our own attendance records; we
 must be doing something right.
 NORTON We have an interest is saving \$2.2K.
 Requested a creative plan to cut expenses and
 still provide a promotional effort.
 REYNOLDS How will the saved money be spent?
 HERMAN Income and expenditures should balance.
 ZISKIND Holiday concert always sells well.
 NORTON Moved that budget line item for brochures be
 modified by decreasing by \$2160.00, to eliminate
 the Holiday Concert brochure.
CARRIED.

IX. MEMBERSHIP:
 RETTENMAIER

Thanked REYNOLDS for Herculean effort in
 providing GMCW golf-shirts for GALA.
 Thanked NORTON for his year-long effort in
 editing and producing "Hot Flashes" for the
 membership.
 Thanked ZISKIND for his role in coordinating
 both housing and travel for GALA.
 Welcomed the transfer of Membership to KREMER
 and REYNOLDS.

BRAYTON Moved to change dues to \$120.00 annually, which
 may be payable in 10-month increments (SEP-JUN),
 with a 10% discount for dues paid in advance,
 by the last rehearsal in October (26OCT86).

Accepted Friendly Ammendment of VAN LUYN:
 That a portion of the dues increase be allotted to
 post-concert parties for members, and also to
 cover cost of coffee and donuts at rehearsal
 weekends.

CARRIED.

ZISKIND Wants to drop VISA and MC as a means of dues
 payment.
 BOHN Will look to the processing of money in the
 office
 REYNOLDS Wants to see dues increase tied to a benefits
 package.

X. MUSIC DIVISION:

ROSENDALL Moved that a remuneration of \$125.00 per month,
 on a 12-month basis, be established for the
 position of Assistant Director in the Music
 Division, the duties of which shall include:
 * Conducting GMCW rehearsals or portions
 thereof in the absence, or at the request of,
 the Music Director.

- * Assisting the Music Director in Auditions of new Chorus members and re-auditions of current members, and in the evaluation and enhancement of musical preparedness of members.
- * Assisting the Music Director in establishing and overseeing the necessary arrangements to fulfill the special musical requirements of GMCW performances in such areas as hall acoustics, instrumentalists, stage setting, etc.
- * Providing conducting services as a backup for the Music Director at events where the absence of the Director is unavoidable, as arranged with the director; and additional conducting as negotiated.
- * Representing the Music Director at Board meetings and other events as required, at his behest.

CARRIED.

ZISKIND
REYNOLDS

Thought that \$0.1K/month would be sufficient. The position required full-time commitment and labor. In terms of morale, it would be inappropriate to pay less than for 1 accompanist.

BOARD

Discussed the role of the Assistant Director.

NORTON

The position description does not preclude an assistant hired from the outside.

SABACEK

We are asking a lot for \$0.125K; that is a bare-bones minimum.

FROMM

This does not pay for all that is to be done.

SABACEK

Moved that the Repertoire Advisory Committee be constituted as:

The Music Director

The Assistant Director

2 Appointees of the President (approved by the Board)

2 Appointees of the Music Director.

CARRIED.

REYNOLDS

Moved that the 4 appointed members of the Repertoire Advisory Committee be rotated annually, that is that they not serve consecutive terms.

LESTER

Called Question

PASSED.

MOTION DEFEATED.

RETTENMAIER

Continuity and planning are exceedingly important.

NORTON

We need more opinions on the committee.

BOHN

It is important to get member input; it has been requested by the Committee

SABACEK

TRINKLEY brings a sense of male choral programming to GMCW; we should capitalize on that.

HERMAN

How strong should we be?

STARNER

The Committee appreciates fore-sight; it makes the job easier.

NORTON

The forum of the Director Evaluation Committee is appropriate for discussing and recommending to the Director.

RETTENMAIER

Moved that the GMCW Holiday Concert be designated as honoring the 10th Anniversary of the Levine School of Music.

CARRIED.

BOARD Engaged in lengthy discussion of the Holiday Concert, and seeming lack of planning for the same.
Wondered how/if the Repertoire Advisory Committee was functioning/meeting.

ROSENDALL Asked when we will see the December repertoire.
HERMAN Wanted discussion conveyed to the Director.
FROMM We have 6-weeks; where is the action?

XI. GOAL STATEMENT:

COOPER Moved that the following Resolution be passed:
The Board feels that a primary goal of this organization is musical excellence, and is asking the Director to exercise his authority, in auditioning both new and returning members, to select singing members of sufficient quality to serve this goal of musical excellence.

ROSENDALL Called Question.
CARRIED.
MOTION CARRIED.

LESTER There may be a need to formally communicate the musical desires of the Board and the membership to the Director.

XII. BUDGET:

BOHN Moved to extend the Budget within last year's guidelines until the end of August 1986.
CARRIED.

ROSENDALL Will do a summer edition of "Quarter Notes".

BOHN Moved to pay airfare and lodging for TRINKLEY for GALA Festival II as per his submitted vouchers.

ROSENDALL Called Question.
CARRIED.
MOTION CARRIED.

ZISKIND Recommended payment
BOHN There was a two-sided lack of communication.

XIII. PRODUCER'S REPORT:

BRAYTON Net income from the HOLLOWAY-GUERRANT Recital was \$0.775K.
\$0.285K = Paid expenses.
\$1.K = Donations.

XIV. ADJOURNMENT:

RETENMAIER Moved to adjourn.
CARRIED.

Meeting Adjourned 5:50 P.M.

W. F. RETTENMAIER, JR.
Secretary